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Jiang et al.(10) **Pub. No.: US 2013/0073681 A1**(43) **Pub. Date: Mar. 21, 2013**(54) **CREATING INTERACTIVE ZONES**(75) Inventors: **Xiaofan Jiang**, Beijing (CN); **Jie Liu**,
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Some implementations disclosed herein provide techniques and arrangements to enable interactive zones. For example, some implementations detect that a user has entered a zone associated with a physical object, where the zone is created via magnetic induction. In response to detecting that the user has entered the zone, some implementations send a virtual object representation of the physical object to a user device (e.g., a wireless phone) associated with the user. The user may interact with the virtual object, including selecting a command associated with the virtual object. Selecting the command may cause the physical object to perform one or more actions. In some implementations, a result of the physical object performing the one or more actions is sent to the user device.

